Permit #F00039721

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00039721 **Type of Permit:** FILMING **Release Date:** 05/03/2011

Production Company THE ARMORY

Insured Company Name THE ARMORY
Contact Phone No. 1 949-273-1951
Contact Phone No. 2
Fax
Address 24532 DEL PRADO
DANA POINT, California 92629

Production Title DODGE PERSPECTIVES

Type of Production Commercial - Internet

Producer JASON MARKHEM

Director DAVID JELLISON

1st AD NONE NOEN

Production Manager JERMEY KIENTZ

FilmL.A. Coordinator Erica Wade

Location Manager Glenn Maginnis
Primary Phone Mobile - 310-592-9133
Secondary Phone

Location Assistant TRAVIS N/A
Primary Phone Mobile - 818-480-0680
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA COUNTY FIRE REVIEW	$282.00
LA COUNTY ROAD APPLICATION FEE	$52.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,444.00

Number of Locations 7

NOT A PERMIT

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Summary Information — Location

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Production Company THE ARMORY
Insured Company THE ARMORY
Production Title DODGE PERSPECTIVES

Location Manager Glenn Maginnis
Primary Phone Mobile - 310-592-9133
Secondary Phone

Location Address 30050 Pacific Coast Hwy, Malibu, CA, 90265

Location Name ZUMA BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 5/4/2011 - 5/4/2011 17:00 - 19:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
BEACHES and HARBORS ZUMA CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	12
Cube Trucks	1
Motor Homes	1
Picture vehicles	2
Semi Trucks	2

Personnel on Location

Type	Quantity
Cast	2
Crew	17
LA County FSA assigned	1

Filming Activities Camera & Equipment on Sand; Filming in parking lot; Surfer on sand, no water activity; Tower 4 and 5; Picture vehicles in Lot 2; 1 picture vehilce on sand, plywood under vehicle;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Location Notes
*No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines.
*Dual permit required with City of Malibu
*All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached).
*All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS Marisol Camey

Coordinator Note NO WATER ACTIVITY

Coordinator Note The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.

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Summary Information — Location

Permit Number	F00039721	**Location Manager**	Glenn Maginnis
Production Company	THE ARMORY	Primary Phone	Mobile - 310-592-9133
Insured Company	THE ARMORY	Secondary Phone	
Production Title	DODGE PERSPECTIVES		

Coordinator Note Picture vehicles must be returned to parking lot when not in shoot

No driving on sand to capture scene

Coordinator Note FSA REQUIRED 11-1072-71

Parking

Base Camp
Location Type : Filming Location
Parking Notes
Lot 2

Crew Parking
Location Type : Filming Location

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Summary Information — Location

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Production Company THE ARMORY
Insured Company THE ARMORY
Production Title DODGE PERSPECTIVES

Location Manager Glenn Maginnis
Primary Phone Mobile - 310-592-9133
Secondary Phone

Location Address Mulholland Dr., Beverly Glen - Laurel Canyon Blvd, Los Angeles, CA, 90069

Location Type Driving grid

Film Dates 5/6/2011 - 5/6/2011 17:00 - 19:00 1 day
5/7/2011 - 5/7/2011 12:00 - 17:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Equipment on Location

Type	Quantity
Cast/Crew vehicles	12
Cube Trucks	1
Motor Homes	1
Picture vehicles	2
Semi Trucks	2

Personnel on Location

Type	Quantity
Cast	2
Crew	17
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Drive by; Driving shots; Intermittent traffic control - 2 minutes standard (except 0600hrs-0900hrs & 1500hrs-1800hrs;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Mark Preciado

Parking
Base Camp
Location Type : Filming Location
Crew Parking
Location Type : Filming Location
Parking Notes
BASE CAMP WILL BE AT THE FAR END OF THE PARKING LOT. CLOSEST TO BIG DUME

NOT A PERMIT

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Summary Information — Location

Permit Number F00039721
Production Company THE ARMORY
Insured Company THE ARMORY
Production Title DODGE PERSPECTIVES

Location Manager Glenn Maginnis
Primary Phone Mobile - 310-592-9133
Secondary Phone

Location Address La Brea Ave., Hollywood Blvd., 101 Frwy., Santa Monica Blvd. Inclusive (Excluding City of West Hollywood), Los Angeles, CA, 90028

Location Type Sidewalk

Film Dates 5/6/2011 - 5/6/2011 15:00 - 17:00 1 day
5/7/2011 - 5/7/2011 10:00 - 12:00 1 day
5/10/2011 - 5/10/2011 10:00 - 13:00 1 day

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Equipment on Location

Type	Quantity
Cast/Crew vehicles	12
Cube Trucks	1
Motor Homes	1
Picture vehicles	2
Semi Trucks	2

Personnel on Location

Type	Quantity
Cast	2
Crew	17
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Drive by; Driving shots; Intermittent traffic control - 2 minutes standard;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:**

Approvals LOS ANGELES POLICE DEPARTMENT Mark Preciado

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
BASE CAMP WILL BE AT THE FAR END OF THE PARKING LOT. CLOSEST TO BIG DUME

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Summary Information — Location

Permit Number F00039721
Production Company THE ARMORY
Insured Company THE ARMORY
Production Title DODGE PERSPECTIVES

Location Manager Glenn Maginnis
Primary Phone Mobile - 310-592-9133
Secondary Phone

Location Address Sunset Blvd., Fairfax Ave - La Brea Ave, Los Angeles , CA, 90046

Location Type Driving grid

Film Dates 5/6/2011 - 5/7/2011 07:00 - 22:00 2 days

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Equipment on Location

Type	Quantity
Cast/Crew vehicles	12
Cube Trucks	1
Motor Homes	1
Picture vehicles	2
Semi Trucks	2

Personnel on Location

Type	Quantity
Cast	2
Crew	17
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Drive by; Driving shots; Intermittent traffic control - 2 minutes standard;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Mark Preciado

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
BASE CAMP WILL BE AT THE FAR END OF THE PARKING LOT. CLOSEST TO BIG DUME

NOT A PERMIT

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www.filmla.com

Summary Information — Location

Permit Number F00039721
Production Company THE ARMORY
Insured Company THE ARMORY
Production Title DODGE PERSPECTIVES

Location Manager Glenn Maginnis
Primary Phone Mobile - 310-592-9133
Secondary Phone

Location Address Melrose Ave, La Brea Ave - Cresent Hieghts Blvd., Los Angeles, CA 90028

Location Type Sidewalk

Film Dates 5/8/2011 - 5/8/2011 07:00 - 19:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached document Melrose Av Jylu 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	12
Cube Trucks	1
Motor Homes	1
Picture vehicles	2
Semi Trucks	2

Personnel on Location

Type	Quantity
Cast	2
Crew	17
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Drive by; Driving shots; Intermittent traffic control - 2 minutes standard;

Jurisdiction **Political:** Multiple Jurisdictions **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Parking
Base Camp
Location Type : Filming Location
Crew Parking
Location Type : Filming Location
Parking Notes
BASE CAMP WILL BE AT THE FAR END OF THE PARKING LOT. CLOSEST TO BIG DUME

NOT A PERMIT

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Summary Information — Location

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Production Company THE ARMORY
Insured Company THE ARMORY
Production Title DODGE PERSPECTIVES

Location Manager Glenn Maginnis
Primary Phone Mobile - 310-592-9133
Secondary Phone

Location Address 10 Frwy, 110 Freeway, 101 Frwy, Alameda St., Inclusive (Excluding Freeways), Los Angeles, CA, 90071

Location Name DOWNTOWN DRIVING GRID

Location Type Driving grid

Location Description Downtown Grid

Film Dates 5/11/2011 - 5/11/2011 07:00 - 00:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Equipment on Location

Type	Quantity
Cast/Crew vehicles	12
Cube Trucks	1
Motor Homes	1
Picture vehicles	2
Semi Trucks	2

Personnel on Location

Type	Quantity
Cast	2
Crew	17
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Drive by; Driving shots; Intermittent traffic control - 2 minutes standard (except 0600hrs-0900hrs & 1500hrs-1800hrs;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Location Notes Must Comply with Attached Downtown Conditions

Approvals LOS ANGELES POLICE DEPARTMENT Suzan Nelson

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
BASE CAMP WILL BE AT THE FAR END OF THE PARKING LOT. CLOSEST TO BIG DUME

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Production Company THE ARMORY
Insured Company THE ARMORY
Production Title DODGE PERSPECTIVES

Location Manager Glenn Maginnis
Primary Phone Mobile - 310-592-9133
Secondary Phone

Location Address 1605 Vine St, Los Angeles, CA, 90028

Location Type Restaurant

Film Dates 5/7/2011 - 5/7/2011 20:00 - 23:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Equipment on Location

Type	Quantity
Cast/Crew vehicles	12
Cube Trucks	1
Motor Homes	1
Picture vehicles	2
Semi Trucks	2

Personnel on Location

Type	Quantity
Cast	2
Crew	17
Off-Duty/Retired LAPD Officer(s)	2
Spot Check	1

Filming Activities Drive by; Drive ups & away; Driving shots; Exterior Dialogue; Intermittent traffic control - 2 minutes standard (except 0600hrs-0900hrs & 1500hrs-1800hrs;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:** F4

Approvals LOS ANGELES POLICE DEPARTMENT Suzan Nelson

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
BASE CAMP WILL BE AT THE FAR END OF THE PARKING LOT. CLOSEST TO BIG DUME

NOT A PERMIT

Special Filming Conditions for Los Angeles County Beaches

ZUMA BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- Must fly cables over pedestrian walkway.
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ALLOWED ON SAND.**
- Sign removal in LA County parking lots is prohibited.
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement and time. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**
- **Dual permit required with the City of Malibu**

NOT A PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO FEE PERMIT

SPECIAL FILMING CONDITIONS
MELROSE AVENUE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The popularity of the "trendy* part of Melrose Avenue has created a number of serious parking problems on Melrose Avenue as well as the side streets to the north and south. To help mitigate the impact of filming on this area, the following Special Filming Conditions now apply.

- **Affected residents/merchants/businesses must be notified at least two (2) days prior to first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Posting on Melrose Avenue should be kept to a minimum and will require a Filming Survey of all affected merchants.**
- **Cast and crew are not permitted to park on area streets.** *Off-street parking must be provided.*
- **Since permanent signs prohibit parking on the west side of Gardner Street (north of Melrose Avenue), parking/posting can only be allowed on the east side and should be limited to the area between Melrose Avenue and the alley.**

FilmL.A. Inc.
NOT A PERMIT